

# Meeting their needs

Customers drive our business so meeting their needs and improving what we offer them are key to our sustainability. Long-term, we see ourselves providing customers with a variety of products for different situations and integrated solutions that will make sustainable construction possible. Our short term priorities are to deliver our products safely and improve the order process.

## Sustainable products

We believe that we can support our customers with a range of quality and low-CO<sub>2</sub> products. To do this, we must work with them and understand their needs, and thus increase the differentiation of our products.

In 2010, alongside our annual survey of our immediate customers, we conducted a qualitative and quantitative survey of our end-users (typically builders) so that we understand their needs better.

## Our products

We already supply more than one product; A bagged cement with a lower carbon footprint and one of greater strength. In 2011 our range will be extended further.

## Sustainable construction

Longer-term we want to move from the supply of products to the provision of sustainable construction solutions; that is, product systems and solutions that improve energy efficiency and reduce carbon footprint. We believe that sustainable construction has significant potential in Greece and so, together with our industry partners and the Greek Business Council for Sustainable Development, we held a conference on the subject for government, building professionals and other interested stakeholders.

## Our customers' safety

Safe delivery, of both bagged and bulk cement, is very important to us.

Bulk sales represent approximately 75% of our sales by volume, transported by silo trucks to ready-mix customers with over 110,000 deliveries per year. During 2010, we have conducted safety audits at 812 customer sites; the safety improvements thus identified are being implemented in 2011.

We intend to make more use of the GPS kits that were installed on our bulk cement delivery trucks in 2009. We have designed and tested a device which will monitor pressure of silo truck tanks and ensure that unloading only takes place when conditions are safe.

Bagged cement is mainly purchased by pick-up customers and generates a high number of visits to our sites. In 2010 we launched a 3-month communication campaign focused on the use of personal protective equipment, securing of loads, and on-site traffic movement. The first results in all sites and terminals are very encouraging. In 2011 we will continue our efforts to improve the safety awareness of our customers.

## Optimizing "order to delivery"

In 2010 we launched a project to improve all the steps involved in taking and fulfilling a customer's order. We saw this as essential if we were to implement the Lafarge standard for OTIFIC (On Time, In Full, Invoiced Correctly) and do so on a sound base.

## Customers and our sites

We welcome visitors to our sites with tours and open days for their benefit. Customers are always especially welcome. In 2011 we are planning a number of open day events especially designed for customers.

**812**  
SAFETY AUDITS CONDUCTED  
AT CUSTOMER JOB SITES

# example

## CUSTOMER SATISFACTION SURVEY

To assess the degree of satisfaction among customers, Heracles commissioned an independent study of the "Bag Channel" customers, which was conducted in October 2010- November 2010, to assess the overall satisfaction with Heracles, compare the level of satisfaction with competitors and identify parameters which contribute to customer satisfaction. The study was a quantitative one, using a structured questionnaire, in face to face interviews with a sample of 220 respondents, who provided 294 responses (some respondents evaluated more than 1 supplier). 56% of the dealers surveyed consider Heracles as their best supplier. Based on the detailed survey findings on the attributes that drive customer satisfaction, Heracles took action in optimizing procedures, such as in ordering and delivery.

## BULK CEMENT PRODUCTS

### Portland CEM I 42,5 N

An early strength Portland cement that is particularly suitable for civil engineering, building applications, ready-mixed concrete and concrete products, when early de-moulding of formwork is required.

### CEM I 52,5 N

A high early strength Portland cement that is particularly suitable for facilitating the early demoulding and precast concrete.

### Portland Composite

#### CEM II / A - P 42,5 N

A Portland pozzolan cement suitable for civil engineering, building applications, ready-mixed concrete, and concrete products. In comparison with CEM I cements, it has sulphate resistance properties and a low heat of hydration.

#### CEM II / B-M (W-P) 42,5 N

A Portland fly ash - pozzolan cement suitable for civil engineering, building applications, ready-mixed concrete and concrete products. In comparison with CEM I cement, it has sulphate resistance properties and a low heat of hydration.

#### White CEM II / A-L 52.5 N

White cement suitable for plaster application (2nd layer) and all concrete applications, when white color is required.

### Pozolanic

#### CEM IV / B (P-W) 32.5 R

A Pozolanic fly ash - pozzolan cement, suitable for civil engineering, building applications, ready-mixed concrete and concrete products. In comparison with CEM I cements has sulphate resistance properties and a low heat of hydration

### Special

#### MC 22.5 X

Cement suitable for mortar applications (brick laying, rendering, screeding, etc).

#### Type IV/55 (Sulphate Resistance)

A Portland cement for concrete production in aggressive environment, when high percentage of sulphates is occurred. Type IV/55 cement has very high sulphate resistance properties.

## BAGGED CEMENT PRODUCTS



### Athlos

Athlos bagged cement is suitable for mortar application (brick laying, rendering, screeding, etc).



### Basis

Basis is a Portland fly ash - pozzolan cement suitable for civil engineering, building applications, ready-mixed concrete and concrete products. In comparison with CEM I cement, it has sulphate resistance properties and a low heat of hydration.

### White

White cement CEM II / A-L 52.5 N suitable for plaster application (2nd layer) and all concrete applications, when white colour is required.